Value Proposition Design – Next Steps

VPD Relevance

Value Proposition Canvas

Your Product / **Service**

6

Benefits

5

Experience

7

Features

Company:
Product:
Ideal customer:

8
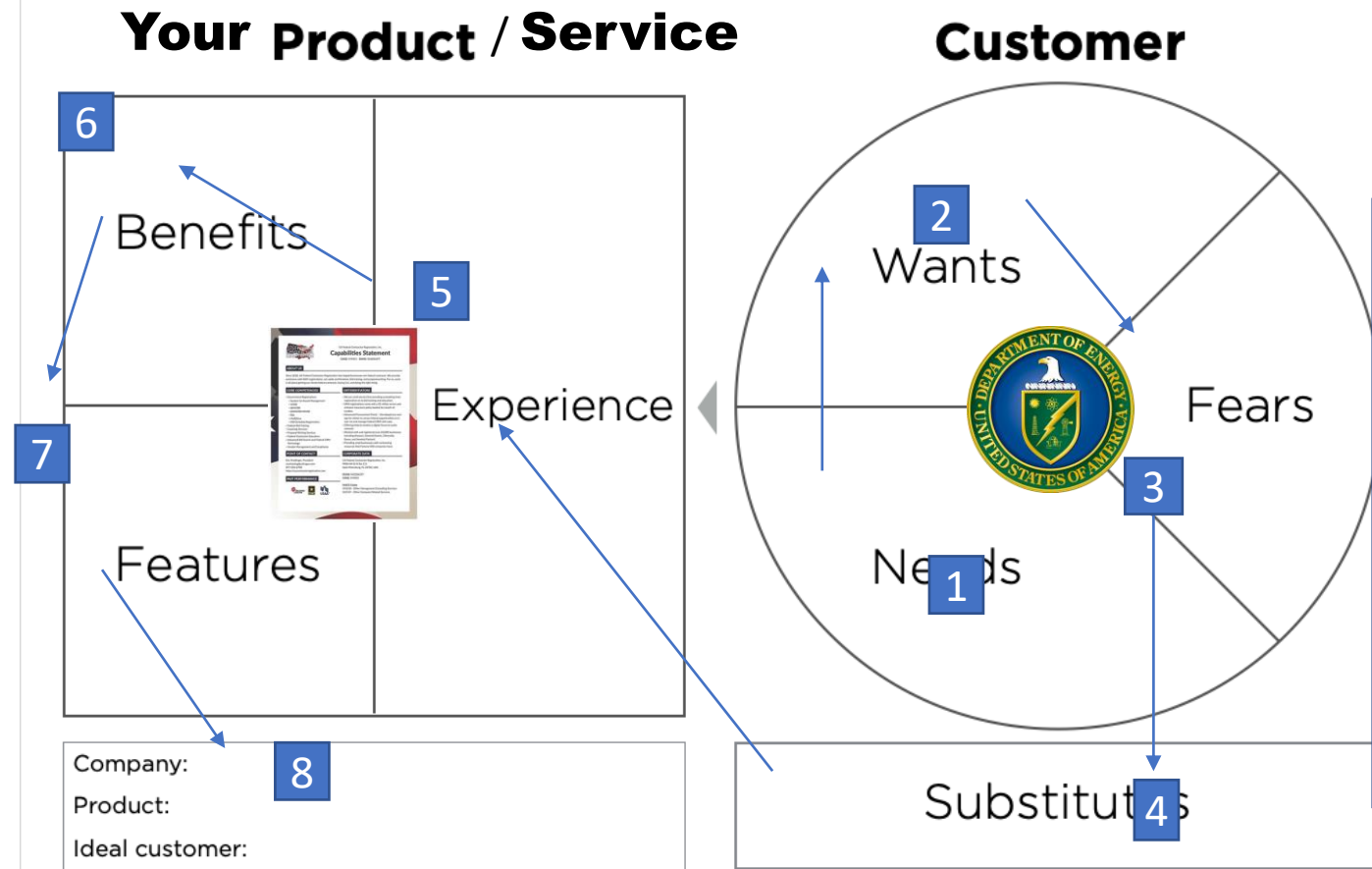
Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adaption and iteration. No rights asserted.

Customer

2

Wants

Fears

3

Needs

1

Substitutes

4

Informs strategy and tactics

- **Competitive Incumbent strengths & gaps**

- **Subtle differences in what the customer wants and needs**

- **A very strong, aligned Capabilities Statement**

- **Your Business Briefing / pitch; your services**

- **Your Marketing Strategy Brand Positioning**

- **Web Site Elements**

- **Organic Search Tags**

- **…and much more**

Value Proposition Design Importance

10 Characteristics of a Great Value Proposition

- **10** It is difficult to copy
- **9** Outperform competition substantially on at least one dimension
- **8** Differentiate from competition
- **7** Focuses on jobs, pains and gains that people will pay a lot of money for
- **1** Is embedded in a great business model
- **6** Align with how customers measure success
- **2** Focuses on what matters most to the customers
- **5** Goes beyond functional jobs and address emotional & social jobs
- **3** Focuses on unresolved pains
- **4** Target few jobs, pains, and gains but extremely well
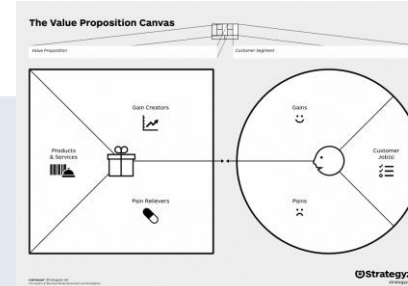
Source: strategyzer.com

The Value Proposition Canvas

Strategyzer

Informs strategy and tactics

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PWS Example

Transition to copywriting

- Completing thorough research on Clients and Competitors
  - Competitor messaging
  - Website Meta Tags – Page Descriptions, H1 and H2 Tags
  - Other Social Media – LinkedIn Business Profile, Google My Business
  - SBA Dynamic Search page
- The 4 C's – CLEAR – CONCISE – COMPELLING – CREDIBLE
- Important Criteria
  - It must be true – you can't simply make it up
  - It must be important to clients
  - It must be provable

What the Buyer Wants to Know

- Whether you can meet their needs

- Can you solve their problems

- Are you *Responsive and Responsible*

- Company name, contact info, and capabilities-who you are and what you do

- Past performance and previous customers

- Your Socio-Economic status (last...)

https://americassbdc.org/responsive-vs-responsible/
https://www.cpars.gov/

Capability Statement

Drivers

1. Products & Services
2. Value Proposition
3. Differentiation

Components

- Core Competencies
- Differentiators
- Past Performance
- Relevant Company data
- Just the facts
- One or two pages

Capability Statement

Core Competencies

Tailor your Capability Statement to reflect your audience. An example first sentence is, "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements].

Short introduction statement relating the company's core competencies to the agency's specific needs followed by keyword heavy bullet points.

TargetGov Tips:
- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint, or other format

Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency.

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime, or teaming partner.

Sample Differentiator Questions
- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?

Past Performance

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to all other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list.

Formatting:
Name of the Agency, Department, or Company. Contract # (if applicable), Value, Timeframe, Brief description of the work done. *Include metrics or customer benefits.* End with Contact: Name, Position/Title, Email, Phone

TargetGov Tip: Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

Company Data

Company History
One very brief paragraph of company description detailing pertinent facts.

TargetGovTip: Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

List Specific Codes:
- DUNS
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers
- State contract Numbers

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

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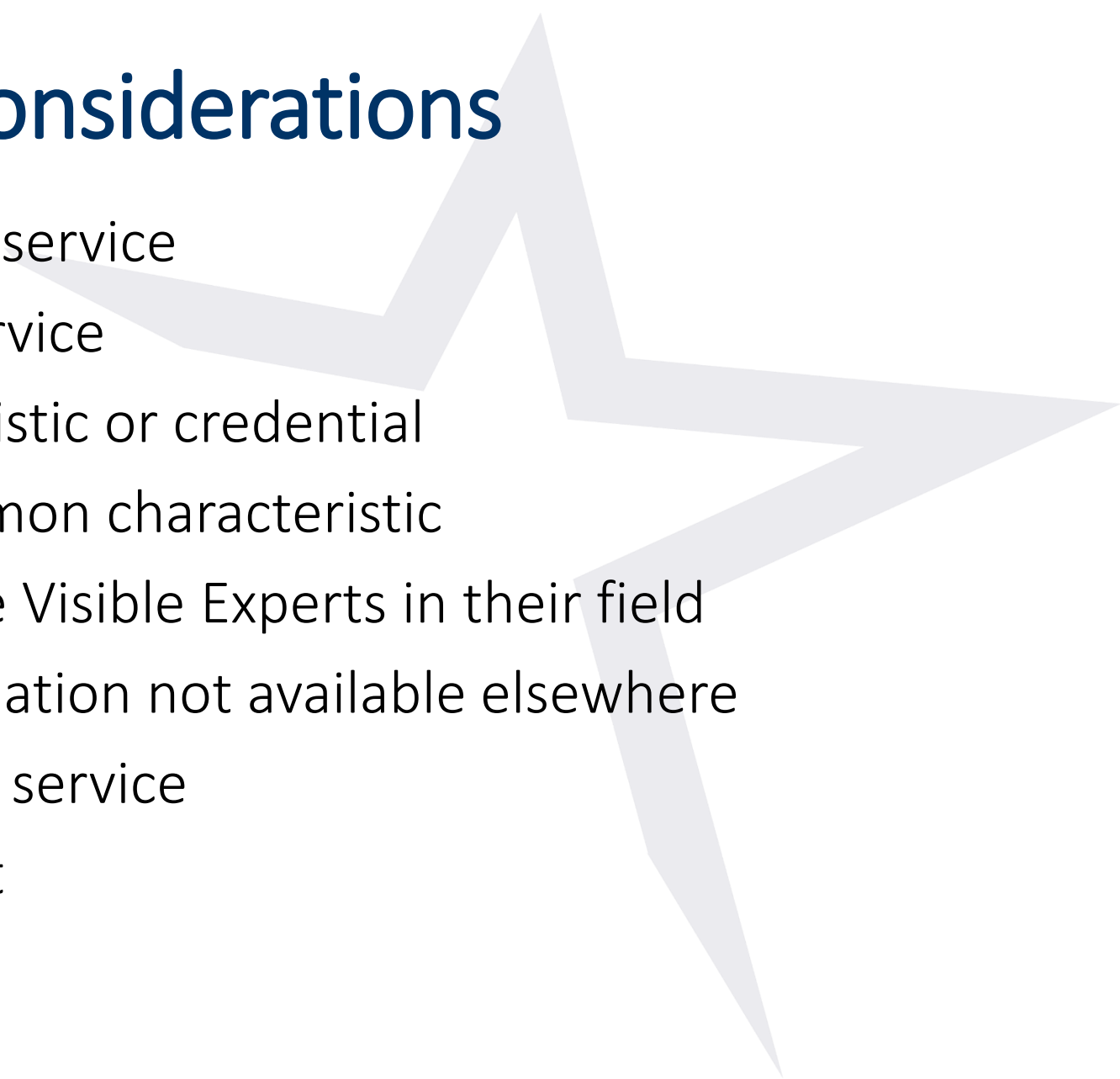Relate your key differentiators to the needs of the agency, prime, or teaming partner.

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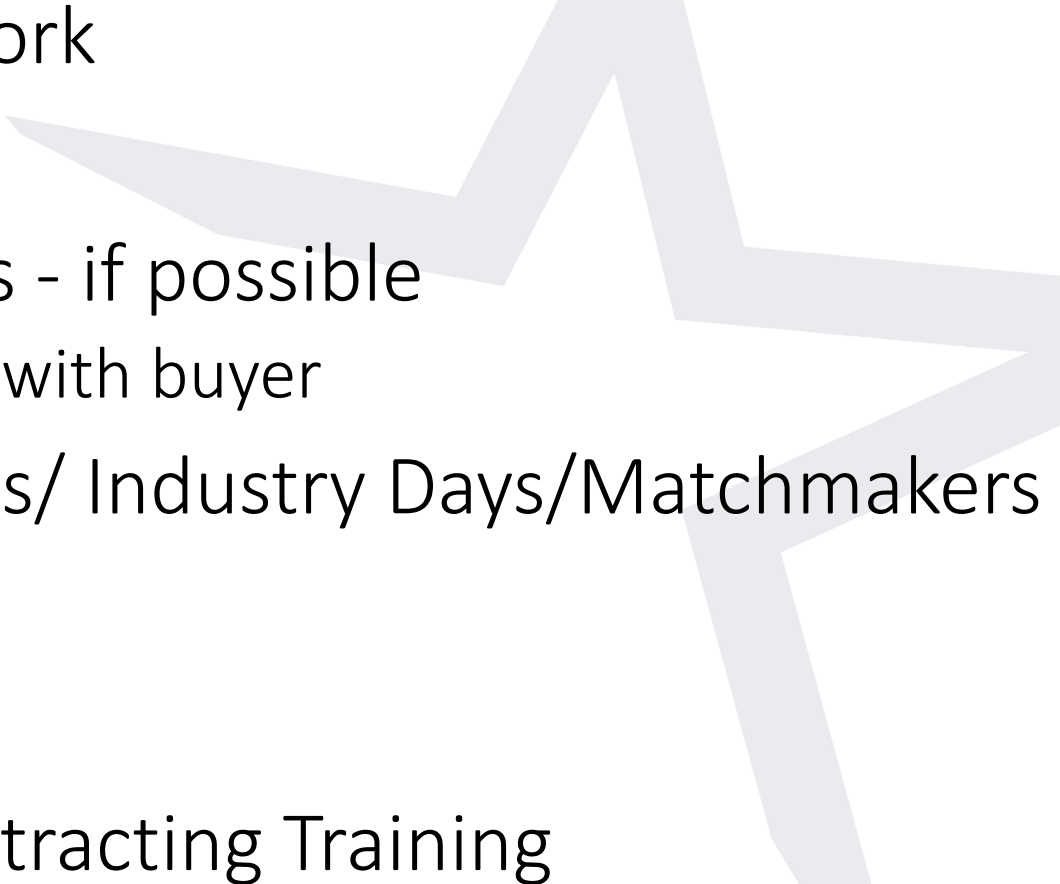- What is it about your services/products that make you stand out from the rest?

Capability Statement Do's and Don'ts

- Do – Visually Appealing, add color, use headers and Bullets to break up text
- Don't write long paragraphs – you have 5 seconds to can someone's eye
- Do reference you client's mission statement, strategies or key experience needs
- Don't use generic jargon or high level broad descriptive terms
- Do only include "differentiators" if the really are differentiators
- Don't use aspirational verbs/adjectives like "working towards" or "strive to"
- Do customize it for your audience
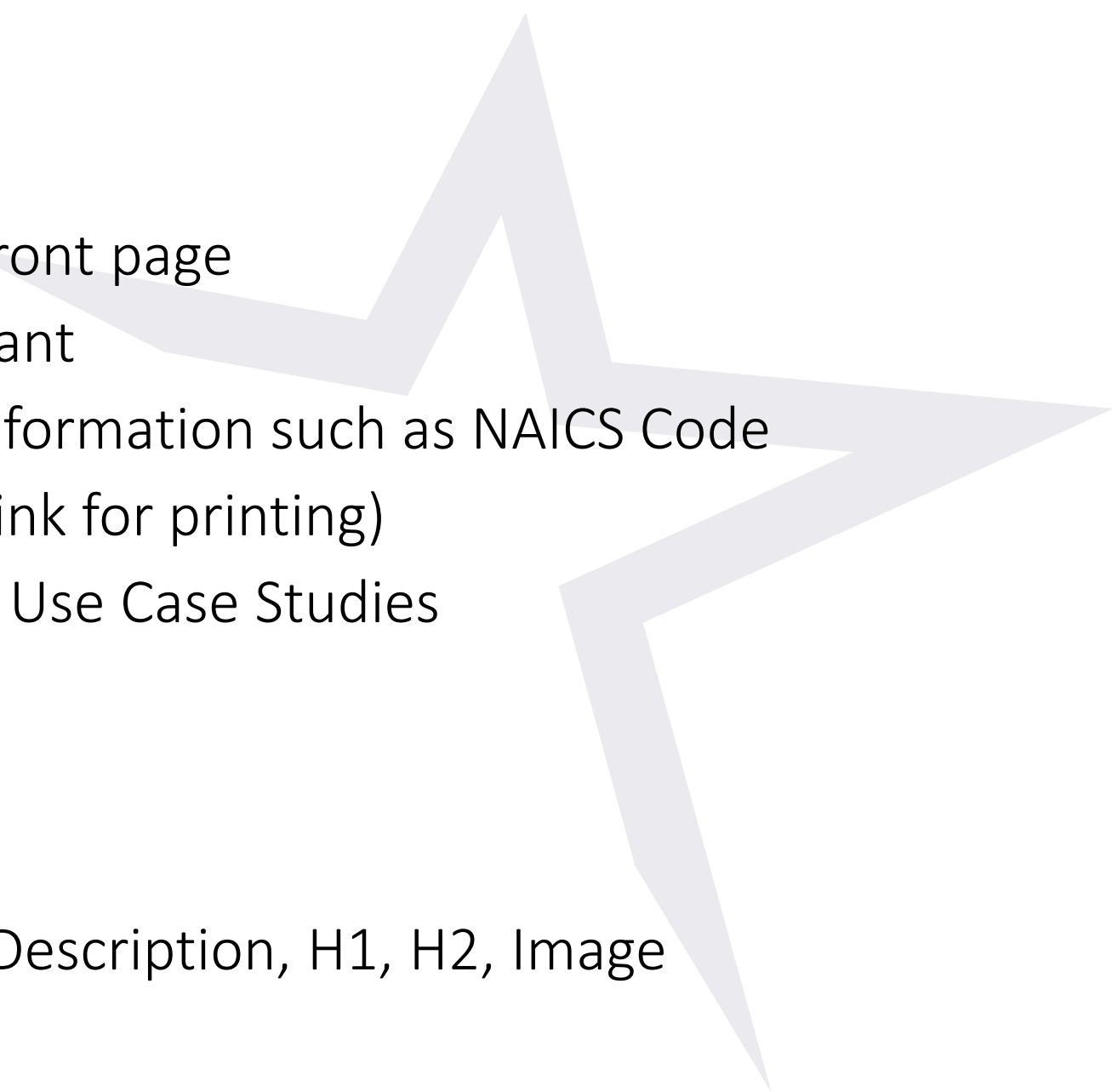- Don't use the same boilerplate regardless of customer

Other Differentiator Considerations

- Specialize in an Industry or particular service
- Offer a truly unique technology or service
- Your team shares a specific characteristic or credential
- Specialize in clients that share a common characteristic
- Have one or more individuals that are Visible Experts in their field
- Offer access to a unique set of information not available elsewhere
- Do business with a distinctive level of service
- Focus on a signature accomplishment

Marketing Message Avenues

- Key - Network, Network, Network

- Recruit Teaming Partners

- Communicate with your buyers - if possible
  - Need to establish a relationship with buyer

- Attend Conferences/Workshops/ Industry Days/Matchmakers

- Trade Associations

- Check out Calendar Events

- Participate in Government Contracting Training

Website Design

- Most recent project or deal on front page
- Keep website updated and relevant
- **Government Tab** with relevant information such as NAICS Code
- Capability Statement(s) in PDF (link for printing)
- White Papers – Show expertise. Use Case Studies
- Easy Navigation
- Bullet Format
- Past Performance/History
- Meta Tags for each page - Title, Description, H1, H2, Image

Let's rap this up

- Questions?

- Remember this will take time – do it right

- Much more to come in later sessions

- GovCon Business readiness next Wednesday – Same Zoom Link

- Thank you for attending!